



New Jersey Department of Children and Families Policy Manual

Manual:	NJAC	NJ Administrative Code Excerpts	Effective Date:
Title	10	Human Services	
Chapter	121C	Requirements For Cp&P Adoptions	2/14/2014
Subchapter:	2	Recruitment Of Adoptive Homes	
Section	5	Recruitment types (N.J.A.C. 10:121C-2.5)	

§10:121C-2.5 Recruitment types

(a) The Division representative shall utilize one or more of the following recruitment types:

1. Child-specific recruitment;
2. Targeted recruitment; or
3. General recruitment.

(b) A Division representative seeking to recruit an adoptive applicant to accept permanent placement of a child shall first use child-specific recruitment. The Division representative shall approach the child's relatives, family friends and other significant people in the child's life in order to assess their interest in being an adoptive parent for the child.

(c) A Division representative shall use targeted recruitment to focus on adoptive parents for particular groups of special needs children, such as adolescents or children with emotional problems. Specific communities may be targeted for radio, television and print announcements for particular groups.

(d) A Division representative shall use general recruitment to target community awareness of the general need for adoptive parents who are willing to parent a special needs child.

(e) Recruitment methods may include, but are not limited to:

1. The New Jersey Adoption Resource Exchange and the National Adoption Exchange;
2. Internet;
3. Videos;
4. Pictures;
5. Public service announcements;
6. Social events;

7. Television recruitment;
8. Newspaper series;
9. Newsletters;
10. Public speaking engagements;
11. Dissemination of literature; and
12. Community displays.

- (f) Recruitment methods which publicize a specific child may be used only for a child who is legally free for adoption.
- (g) A child's pictures and videos used for recruitment purposes shall be no more